RIVERSIDE COUNTY
CALIFORNIA

Presented by
RIVERSIDE COUNTY
CHAMBER
OF
COMMERCE

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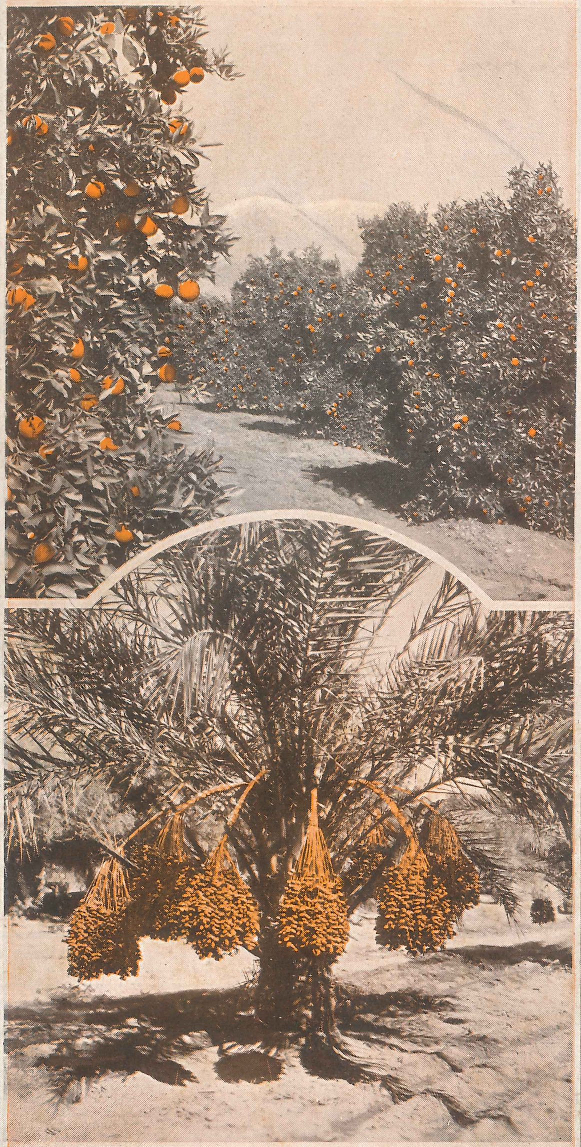
CALIFORNIA



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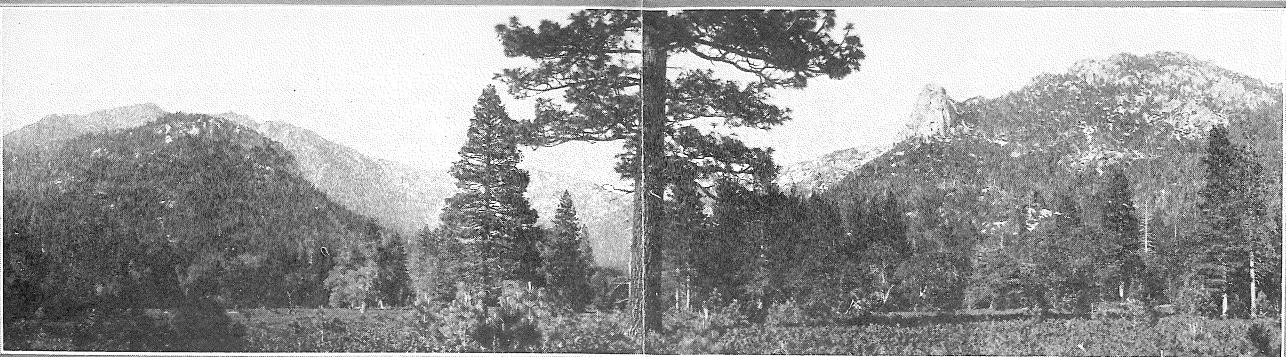


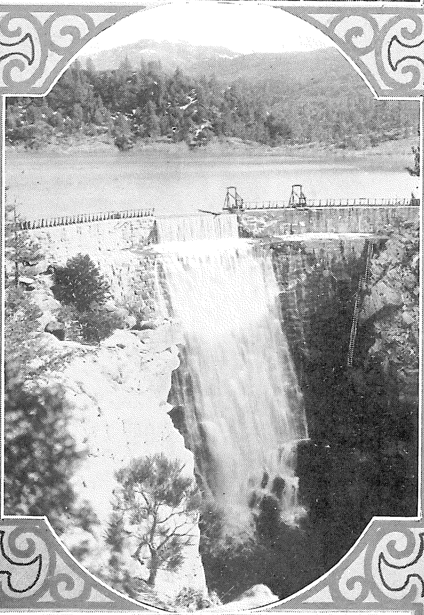
MULTITUDES of people are searching for new home locations. They seek productive land in an inviting climate, where blue skies, majestic mountains and beautiful valleys combine for the enrichment of human living.

Riverside County in Southern California is not only a place where a living can be made, but where a life can be lived to the fullest. Public schools of the highest standing, churches of all denominations, libraries and colleges are within Riverside County. Paved motor highways lead out in all directions, past scenes of natural beauty, through ranches and groves to homes of real contentment.

Riverside County Chamber of Commerce takes pleasure in presenting this booklet. It represents the people of Riverside County. We believe that the statements herein are conservative and true, and the illustrations are typical Riverside County scenes.

Riverside County Chamber of Commerce has nothing to sell. However, further information will be gladly furnished to prospective homeseekers at all times. The Chamber of Commerce of any city or town in Riverside County, or the County Farm Bureau and its departments, stand ready to lend aid or information. Let us welcome you.

BOARD OF SUPERVISORS,
Riverside County, California.



San Jacinto Mountains
Lake Hemet Dam
County Court House

RIVERSIDE COUNTY HAS

An area of 4,500,000 acres with only 300,000 under cultivation.
About 16,900 children in public schools, with 643 teachers.
Extensive mineral resources of a wide variety and of profitable commercial character.
Land producing from six to eight crops of alfalfa per year.
A wide variety of agricultural possibilities, climatic conditions and altitude ranging from 265 feet below the sea to 10,950 feet above.
The largest commercial date production in the United States.
The largest and most varied fire clay deposits on the coast.
Dairying, hog and poultry raising conditions are favorable.
Over 5,000 farms and room for many more.
Health conditions unsurpassed in both variety and excellence, with eight hot mineral springs resorts and numerous very beautiful mountain camping retreats.
The Citrus Experiment Station and School of Sub-Tropical Horticulture, splendid schools, a Junior College, and an unexcelled chain of County Libraries in every town.

RIVERSIDE COUNTY

Is located easterly from Los Angeles, and extends nearly across the State. The work of home, farm and urban development is progressing so rapidly in Riverside County that one cannot tell the story today and not find it misleading tomorrow. Recently we considered cotton only as a possibility, but now it is one of our stable crops. A few years ago date culture was an experiment; now it is an established fruit.

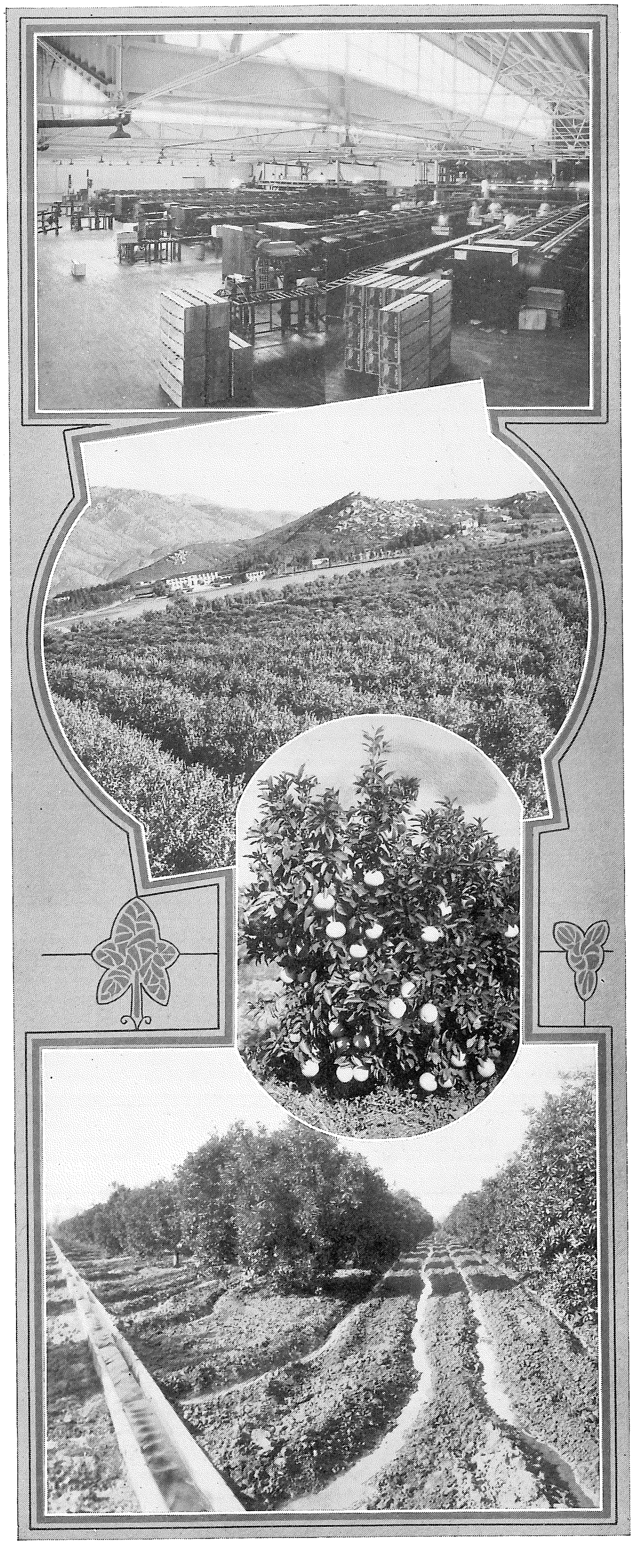
There is probably no other county in the State with a wider range of agricultural possibilities than Riverside County. From the Salton Sea, 265 feet below the level of the ocean, to the pine studded summit of stately old Mt. San Jacinto, with an altitude of nearly 11,000 feet, we find an almost limitless range of climatic conditions.

This county, and especially Coachella Valley, seems to be the testing ground of the nation. In all parts of the world agents of the Agricultural Department are searching for fruits or plants which will prove valuable to the American people. There are now many strange plants and fruits being tested which may adjust themselves to our conditions, and in the years to come add valuable products to the farm.

Riverside County is the early home of citrus culture and almost every known member of the citrus family finds climatic conditions most favorable here. There are nearly 25,000 acres devoted to citrus culture in the county, calling forth its attending complement of packing houses, picking and fumigating camps and accompanying industries.

The cultivation of other fruits and nuts is forging rapidly ahead, there being some 30,000 acres planted to apples, apricots, cherries, peaches, prunes, pears, walnuts, almonds, etc.

The greater part of the population of the county is concentrated in the western portion. Here the City of Riverside lies in one of the most beautiful and most fertile valleys in the world. On all sides it is guarded by frowning mountain peaks, many of them snow-capped a large part of the year, a warrant of ample water supply. This valley is largely devoted to citrus culture, and it is here that the fame of the county, as, not only the early home but the leading producer of oranges and lemons, was won. Corona, the largest lemon shipping point in the nation, Arlington and Highgrove, are also located in this valley.



Citrus Packing House
Citrus Experiment Station
Grape Fruit
Irrigating Orange Grove

From Riverside as a center, a splendid system of state and county highways radiates in all directions. The fertile farming sections lying around the city are placed within easy access of these modern boulevards and form a constant source of pleasure to both resident and visiting motorist. Short motor drives take one either to the sea shore or to the mountains. The San Jacinto and San Bernardino ranges offer many ideally located mountain camps and resorts at altitudes from 4,500 to 7,000 feet; the mountains being clothed with pines, cedars, oaks and other growth.

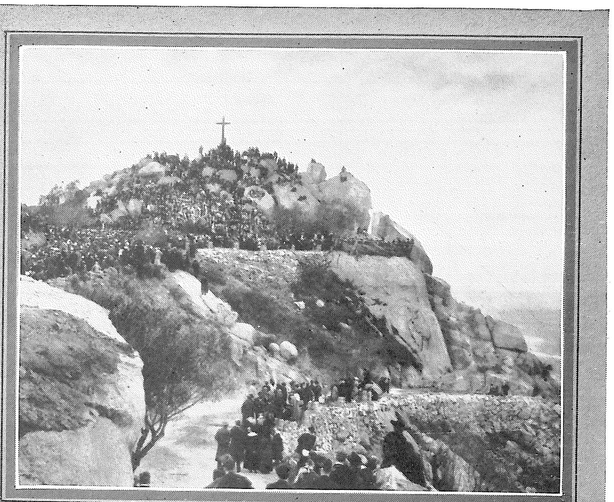
Three transcontinental railroads traverse this section, serving its transportation requirements, the Santa Fe, Southern Pacific and Union Pacific, while the Pacific Electric supplies a street-car system in Riverside as well as interurban connections with Los Angeles. Automobile stage lines and an ever-increasing number of trucks supplement the railways in supplying adequate transportation facilities.

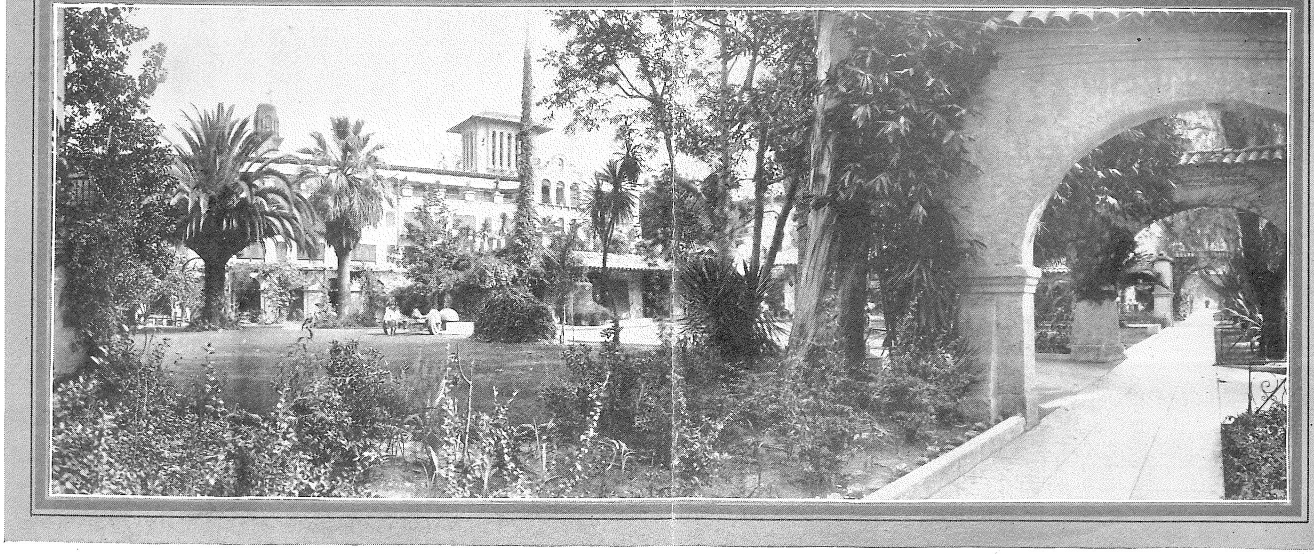
THE INCOME HOME

There is comparatively little uncultivated land in this part of the county, and it is here that the "income home" finds its fairest setting. There is no section of Southern California which offers more alluring attractions for the home seeker than this part of Riverside County. Every element that enters into the making of an ideal home place is here. It is not the home of the millionaire we are thinking of—the one who can carve his home wherever his fancy leads him—but the home of the common citizen.

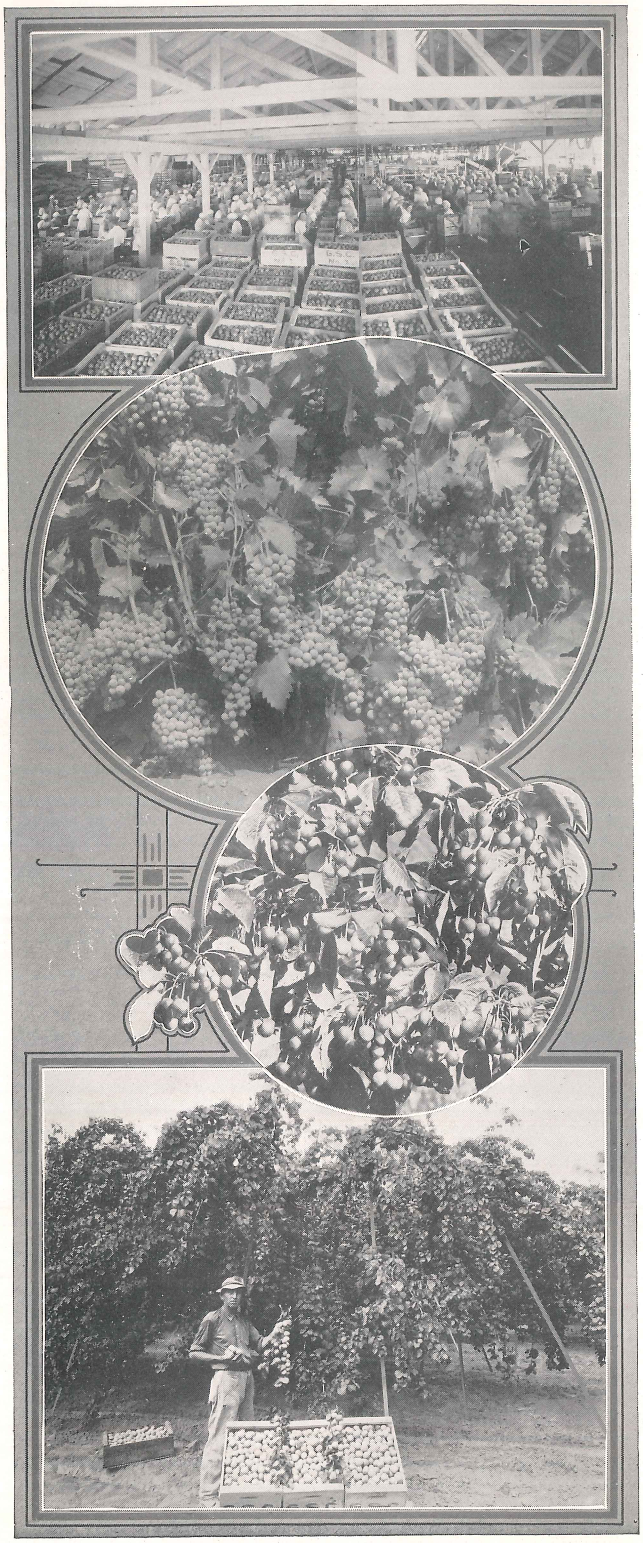
WATER IS KING

In California water is king. Riverside County has water conditions almost as varied as those of climate. Some of the most complete and well appointed irrigation systems in the State are located in this county. Many sections find the source of their water supply in the mountain streams, while others pump from an underground supply. Electric power lines reach nearly every section of the county.





Mt. Rubidoux at Easter
Frank Miller Peace Tower
The Mission Inn



Deciduous Packing Plant
Grapes
Cherries From Beaumont
Apricot Orchard

MARKETING FACILITIES

The ever-increasing population of the cities of Southern California furnishes a splendid market for every sort of farm produce. In addition to the four lines of railroads which tap the county, a system of state and county paved highways adds to the ease and cheapness of transportation. An endless number of automobile trucks augments the railways in transporting the enormous hay crop of the county to market after the numerous dairies and stock ranches have been supplied. A system of trucks is operating daily into all parts of the county, transporting milk from many large dairies to the Los Angeles market. Eggs and poultry from the ranches are collected daily and delivered to the city market.

IDEAL DAIRYING CONDITIONS

The value of this county as a dairying and stock-raising section is steadily becoming more evident. The vicissitudes of the dairyman and the expense of building and caring for his herd in the rigorous climate of the north and east finds a comforting comparison in the mild and pleasant winters here. Alfalfa lasts practically all the year round and two excellent silage crops of corn may be grown in one season. The coast cities provide an insatiable market for both butter-fat and whole milk.

LIVESTOCK BREEDING

Some ranches have established pure-bred herds of beef cattle and consider the raising of such stock in this climate very profitable. A few hog ranches in the county have been doing a thriving business in pork production.

The milch goat is coming to the fore and the demand for well-bred animals has caused the establishment of numerous goateries in the county.

POULTRY

Riverside County is one of the most important poultry centers in California, and the production of eggs is perhaps our most rapidly growing industry. Market conditions are excellent, and as our water, soil, and climatic conditions are favorable, many of our poultrymen make large profits. This industry is especially attractive to the man of relatively small means who is looking for an income home.

VEGETABLES

Irish potatoes, sweet potatoes and nearly all kinds of vegetables grow splendidly and are very profitable if given proper care. Growing vegetables for the market promises a fine income to a person who is willing to give the necessary care and attention.

ALFALFA

Alfalfa is very much at home in the soil and climate of Riverside County. The yield varies with the altitude. In the Coachella Valley alfalfa is cut every month in the year save one. In other sections of the county seven and eight crops are harvested, yielding six or seven tons per acre. The proximity of Los Angeles, with its ever-widening market, makes a steady demand for this wealth-producing crop. The organization of a growers' association has resulted in stabilizing the trade.

HONEY

Southern California is the greatest honey-producing section in the United States, and Riverside County is among the leaders in this production. The long season and the wide variety of honey-producing bloom, attract the apiarist and the numerous apiaries throughout the various parts of the county contain over 40,000 colonies of bees.

COUNTY ORGANIZATIONS

There are numerous organizations in which the agriculturists of the county are especially interested. The chief in this line is the Farm Bureau with many farm centers throughout the county; then the Riverside County Chamber of Commerce, the California Fruit Exchange, the Alfalfa Growers' Association, the Milk Producers' Association, Beekeepers' Club, Riverside County Milk Goat Association, Poultry Producers of Southern California, the Prune and Apricot Growers' Association, Olive Growers' Association and others.

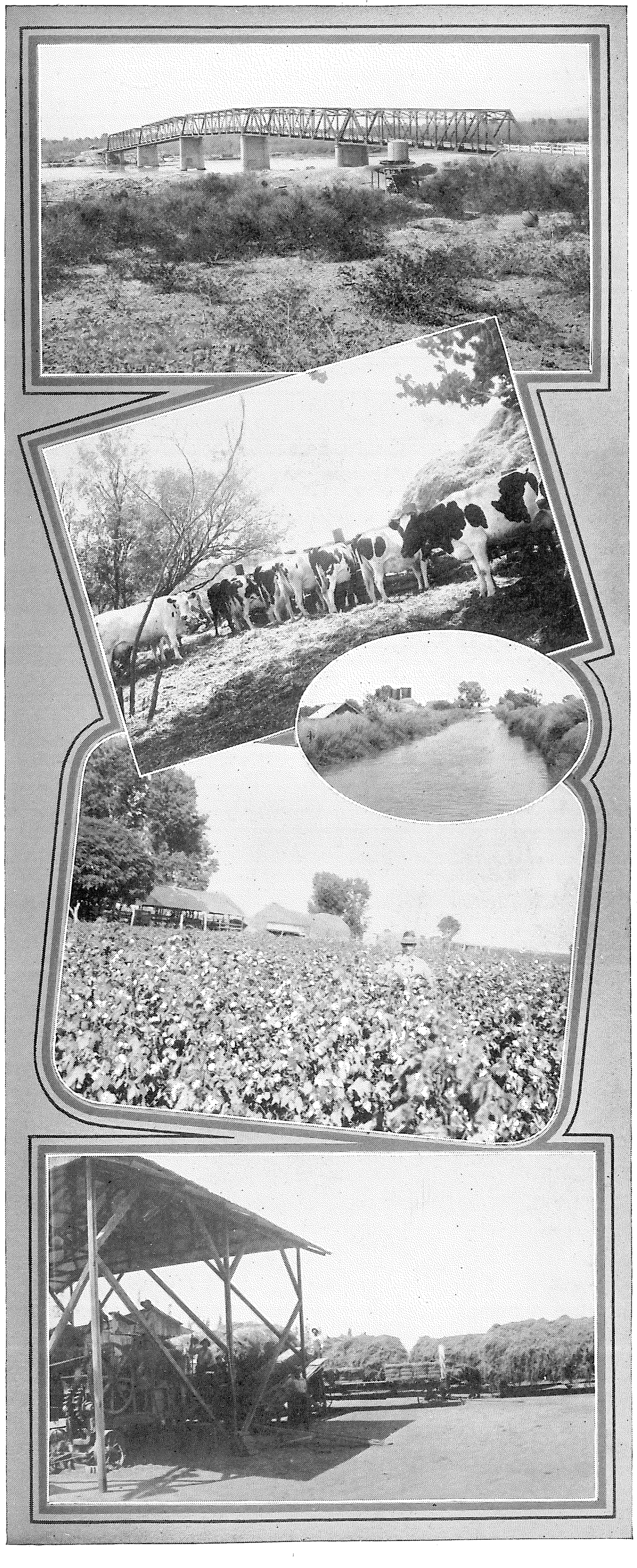
INSTITUTIONS

East of Riverside is located the Citrus Experiment Station and Graduate School of Sub-Tropical Horticulture. A force of specialists is maintained at the station who have continually under investigation the many problems which affect the great citrus industry. They are also in close touch with walnuts and other fruits and plants of semi-tropical nature, which have been introduced into this county. Riverside County, more than any other, is the testing bed of the nation, and this station is the center for this work.

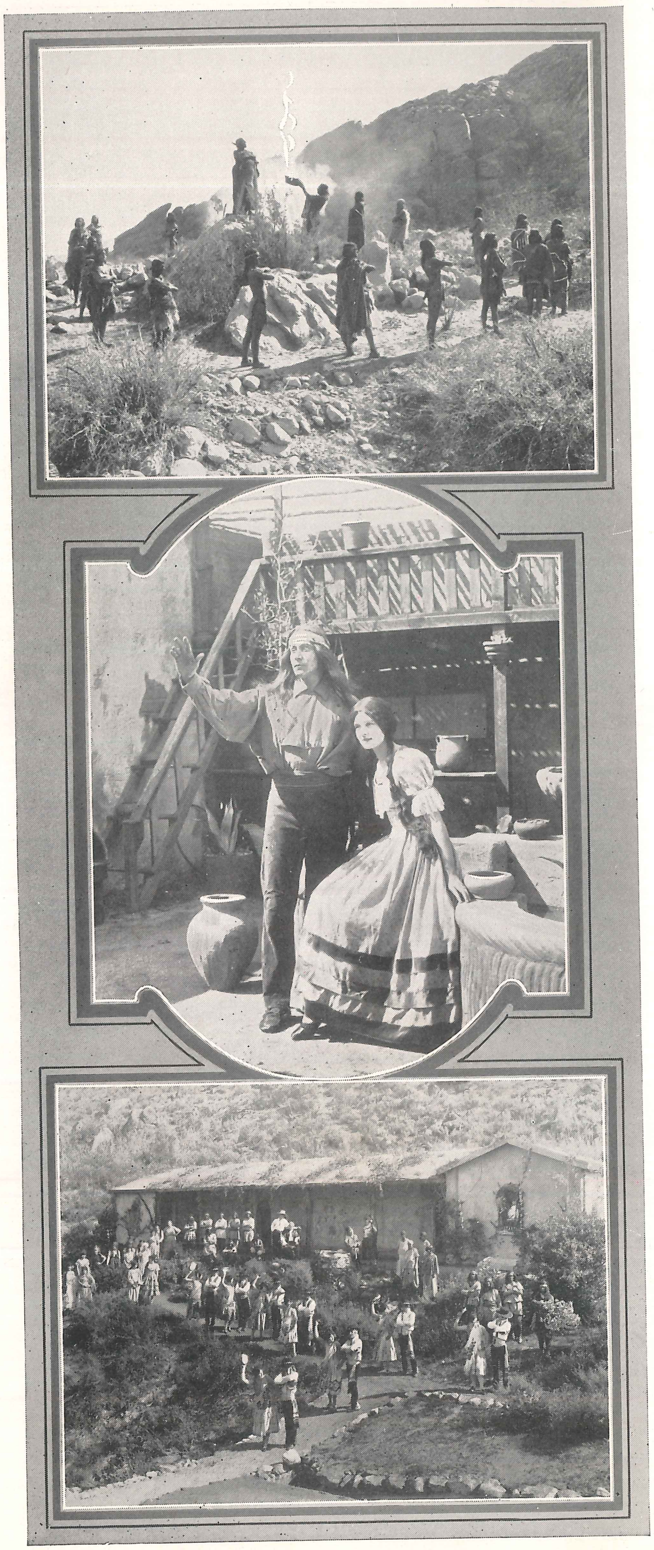
For three years a summer session of post-graduate work has been conducted at the station, and its success has been so marked that longer sessions and more diversified studies are expected before long. Land has been purchased by the legislature for a State Agricultural College adjoining the Citrus Station. Water is secured for all this tract of three hundred acres, and in time it will be an important educational feature not only of the county, but of Southern California.

Sherman Indian Institute is one of the leading educational institutions of the Indian Service, where about 1000 Indian students, representing practically every Western tribe, are given vocational training. The school buildings are located on a highly improved 40-acre campus on Magnolia Avenue, Riverside.

An industrial school has recently been established in La Sierra Heights by the Southeastern California Conference of the Seventh-day Adventist Church. The school site was purchased by the Conference, and the first group of buildings has been erected.



Colorado River Bridge
Dairying, Water
Cotton and Alfalfa
in Palo Verde Valley



Desert Play and Ramona Riverside County Historical Pageants

The Southern California Fair is held in the fall of each year on the grounds of the Fair Association near Fairmount Park. This is becoming a noted agricultural, horticultural and livestock exposition, with an attractive racing program, and is participated in by various counties of California.

COMMUNITY PAGEANTS

Mount Rubidoux, at the edge of the City of Riverside and towering above it 500 feet, is one of the most noted beauty spots of the city. A wonderful roadway winds around it to the top, and one of the finest views of the southland may be seen from its summit, where is erected a cross in honor of Father Junipero Serra, one of the noted padres of olden times. At Easter, and again on Armistice Day, this mount is thronged with people, many of whom come from long distances to take part in the services. All the night before Easter automobiles are winding up the mountain to take the people to vantage spots for the service at dawn. On Armistice Day the program is at eventide and each year some one of our allies in the great war is especially honored.

In the fall of each year the Desert Play is given for two days at the mouth of Tahquitz canyon near Palm Springs.

The Hemet-San Jacinto section saw the closing episodes in the life of "Ramona," and here Helen Hunt Jackson wrote her novel. A pageant founded on the story has been a wonderful success, and is an annual event at Hemet.

We will be glad to furnish a complete list of our pageants on request.

ARLINGTON

Arlington, within the corporate limits of the City of Riverside, fifty-two miles from Los Angeles, and with Magnolia Avenue, the main artery of traffic to Orange County, passing through its business district, is served directly by the Santa Fe and Pacific Electric railways, and is afforded passenger service with trolley connections by the Union Pacific and the Southern Pacific.

Situated in the center of a world famous citrus belt, Arlington has not dedicated itself entirely to the industry for which it is most famous. Led by the citrus culture, the deciduous orchard, the farm, the dairy, the English walnut, the poultry plant and the apiary vie in the production of food products.

Arlington dairy products reach city markets daily by means of a truck collection system. The district's dairy hay commands a premium on the market.

Arlington offers unsurpassed opportunities for the ambitious man or woman. Climate, soil and marketing conditions are ideal for the poultry industry, through which Arlington is rapidly becoming widely known.

Hundreds of cases of eggs leave the Arlington district by truck each week. Several hundred thousand chicks are hatched in Arlington hatcheries each season and shipments of day-old chicks made to all parts of the United States.

BEAUMONT

(POPULATION 2,000)

Beaumont, because of its healthful climate which gives speedy relief to sufferers from asthma and other respiratory troubles, uses the slogan "Zone of Ozone." It is located 82 miles easterly from Los Angeles on the Sunkist Trail, an Ocean-to-Ocean Highway. Soil, water and climatic conditions are good.

Beaumont is an important producer of deciduous fruits, maintains a modern packing house and cold storage plant, and is in the largest cherry district of Southern California.

Beaumont is modern and progressive, with the best of schools, churches and social organizations.

BANNING

(POPULATION 3,000)

Nestled in the crest of the San Gorgonio Pass, between the guardian peaks of San Gorgonio and San Jacinto, lies the prosperous city of Banning. Banning is widely noted for her almonds and is each year adding many acres of this valuable crop. Prunes are next in importance, and peaches and apricots are also crops which are produced in unsurpassed excellence at Banning.

Banning is the most fortunately situated tuberculosis health resort in the Southwest—2,300 feet altitude—on the edge of the Colorado Desert, thereby deriving all the benefits of the glorious desert healing powers, but without the disadvantages of the extreme heat of the summer desert. Three sanitoriums for the treatment of tuberculosis are located in Banning.

BLYTHE

The Palo Verde Valley, in a few years, has emerged from desert waste to a wonderfully productive section. It is located at the eastern end of Riverside County, on delta and alluvial lands of the Colorado River. Transportation facilities are furnished by the Santa Fe line. There are over 40,000 acres of land under cultivation and irrigation in the Palo Verde Valley, and of this the largest acreage is in cotton, which is exceedingly productive in this valley. Melons, early vegetables, grapes and sorghums do well. Alfalfa raised in the valley is sold for consumption at local dairies.

Blythe is a city of about 2,000 population, with good schools, churches, banks, creamery, cotton gins, ice plant, and local telephone and electric light system. It is the city of entry into California over the Sunkist Trail, the shortest road between Phoenix and Los Angeles, and the one open every day in the year. A fine bridge, approved by the U. S. Government, spans the Colorado River.

There are several smaller towns in the valley.

COACHELLA VALLEY

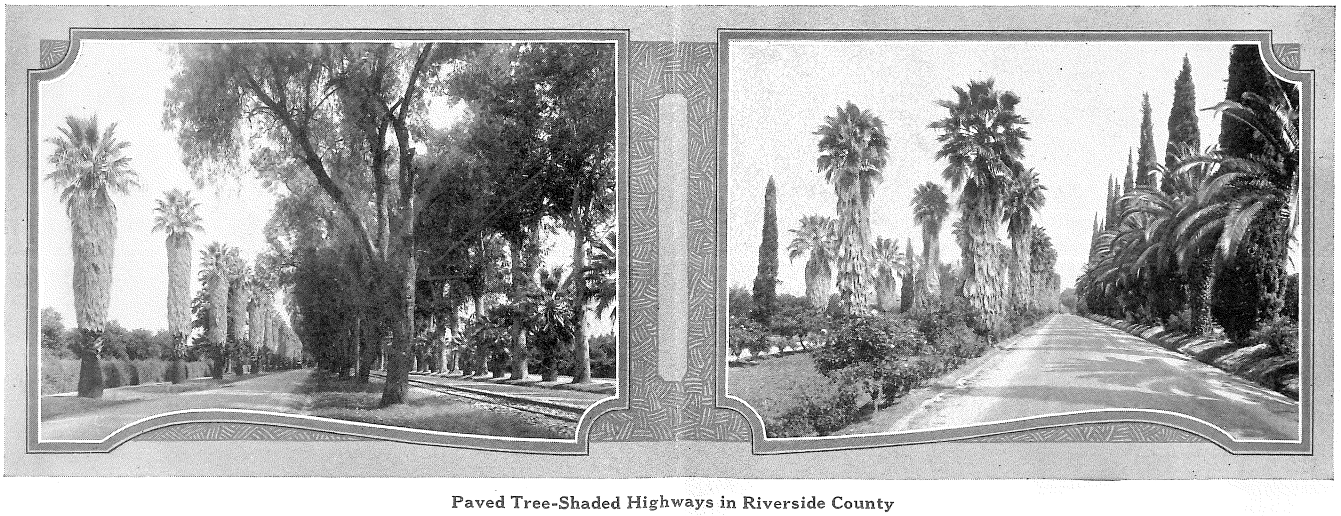
(TOTAL VALLEY POPULATION 6,000)

Coachella Valley is located in the central part of the county, from eighty to one hundred miles east of Riverside, on the main line of the Southern Pacific Railway and the Ocean-to-Ocean Highway. The agricultural area begins at the western end of the valley and extends to the Salton Sea, 265 feet below the level of the ocean. The soil of this valley is a rich silt, there being little doubt that it was once the bed of an inland sea.

A supply of water, which the Government analysis shows to be almost absolutely pure, is secured from artesian wells and by pumping.

In 1900 the government began to investigate the practicability of date culture in this valley. The experiment so carefully started and persistently carried out, has developed into an established commercial industry, with almost limitless possibilities.

Grapefruit, grapes, figs, apricots, onions, spinach, lettuce, etc., ripen very early in the valley and are usually very profitable. Cotton is largely produced.



Paved Tree-Shaded Highways in Riverside County

Located in this valley are four thriving towns, Indio, Coachella, Thermal and Mecca.

In addition to the La Quinta, a very high grade winter resort, there are in prospect two other winter resorts approximating investment of over three million dollars.

CORONA

(POPULATION 7,500)

Corona is widely known as the "Circle City," from the wonderful macadamized boulevard which encircles the city. This circle drive is bordered by beautiful pepper trees, orange and lemon groves and stately homes, and is three miles in circumference.

Corona's population of 7,500 enjoys a dry, healthful air at its 800 to 1,200 foot altitude on the slope of the Santa Ana mountains; it has an abundance of cool mountain water to drink and always plenty of irrigation water.

Corona is the largest lemon shipping point in the United States, and also has over 2,000 acres of oranges. Supplementing this paramount industry with its numerous modern packing houses and fruit handling equipment, there are two of the largest and best equipped citrus by-product plants in the country located here.

Corona has 15,000 acres of land around it, producing apples, pears, peaches, apricots, corn, alfalfa and kindred crops.

Corona is the home of one of the largest rock crushing plants on the Pacific Coast, representing an investment of $1,000,000, as well as several smaller industries.

Corona has a most complete school system, with adequately equipped modern school buildings. The leading church denominations have attractive edifices, practically all the leading fraternal and lodge organizations are represented. It has a modern city hall, a splendid Public Library, one of the best equipped Woman's Club buildings in Southern California, and good hotels.

The Lake Norconian Club, just north of Corona, is being developed by Rex B. Clark as one of the finest

Some of the Crops of the Coachella Valley pleasure resorts in America. The main club building and bungalows provide every modern hotel facility. An 18-hole golf course, flying field, 60 acre lake, out-door swimming pools, tennis, horses, and many other attractions will furnish sport and recreation.

HEMET

(POPULATION 3,000)

The wonderful little city of Hemet lies thirty-four miles east of Riverside and ninety-four miles southeast of Los Angeles. It is located in the center of a fertile valley which yields abundant harvest of a wide variety of fruits and field crops.

Hemet has an altitude of 1,600 feet and is surrounded by lofty mountain peaks which help to temper its climate to that delightful mean so desirable for the year-round home.

In the Hemet Valley there are 5,500 acres of apricots with a normal yield of 40,000 tons of fruit per year.

There are about 2,000 acres in peaches, which yield approximately 12,000 tons of fruit. The English walnut is becoming popular on account of its healthy, vigorous trees and the fine quality of nuts grown. There are about 2,000 acres set to walnuts. The olive grows to perfection in the Hemet Valley, being free from scale and blight common to many other sections.

There are other varieties of fruit which do well, such as apples, pears, oranges, lemons and grapefruit. The normal output of oranges is 250 cars per year. Grapes, figs, pomegranites, guavas, strawberries, all flourish under our climatic conditions.

Practically all farm crops prosper in the Hemet Valley. There are 6,000 acres of alfalfa yielding profitable returns; 12,000 acres in grain, potatoes, hay, milo maize, tomatoes, etc.

There are two large modern canneries at Hemet, the Co-operative Cannery having a valuation of $265,000 and employing nearly a thousand hands in their busy season. There are two orange packing houses and one walnut packing house, also the Southern California Apricot and Peach Growers' Association have their packing house located in Hemet. There are several fruit drying establishments in the valley, and the city and community enjoy advantages of electric light and power, steam laundry, ice plant, paved roads, etc.

ELSINORE

(POPULATION 2,500)

"The Scenic Health Resort of California." It is located eighty-eight miles from Los Angeles, on the famous Mission Road, the improved inland highway from Los Angeles to San Diego, and has an elevation of 1,300 feet above sea level.

The beautiful Lake Elsinore provides a great attraction for this valley for tourists and seekers after health and climate. Added attractions are the hot mineral springs, for the benefit of whose healing properties thousands visit this resort each year. Elsinore is only 20 miles by direct line from the ocean, and the tempering sea breezes tend to soften the climate all the year round.

There is a beautiful driveway entirely encircling the lake, and a number of palatial residences have been erected on this drive overlooking the water, which has a background of mountains on all sides.

One of the big canneries of the California Growers' Association is located at Elsinore. There are in excess of 1,000 acres of olives in the Elsinore Valley, with about 700 acres of walnuts, 700 acres of apricots, and many other kinds of fruit in some lesser proportions.

The greatest variety of clay deposits on the coast are located near Elsinore at Alberhill, where the Los Angeles Brick Company, the Gladding-McBean & Co., the Alberhill Coal and Clay Company, and the Pacific Clay Products Company employ many men.

PERRIS

(POPULATION 1,000)

The town of Perris is located in the midst of Perris Valley, comprising an approximate area of 25,000 acres of fertile land. It is eighteen miles southeast of Riverside on the Santa Fe Railway and the County Highway. The elevation is 1,500 feet above sea level.

Preponderant crops of the valley have been alfalfa, hay, grain and potatoes. Corn and grain sorghums, beans and truck crops all do well in this valley. All varieties of deciduous fruits grow successfully, and the acreage is steadily increasing.

Dairying is an attractive industry in the Perris Valley and a number of fine herds have been established. Poultry raising is also a growing industry. Transportation facilities are ideal.

The water supply for the valley is secured from wells. Electric power lines reach all parts of the valley, and each ranch is supplied with its own pumping plant.

RIVERSIDE

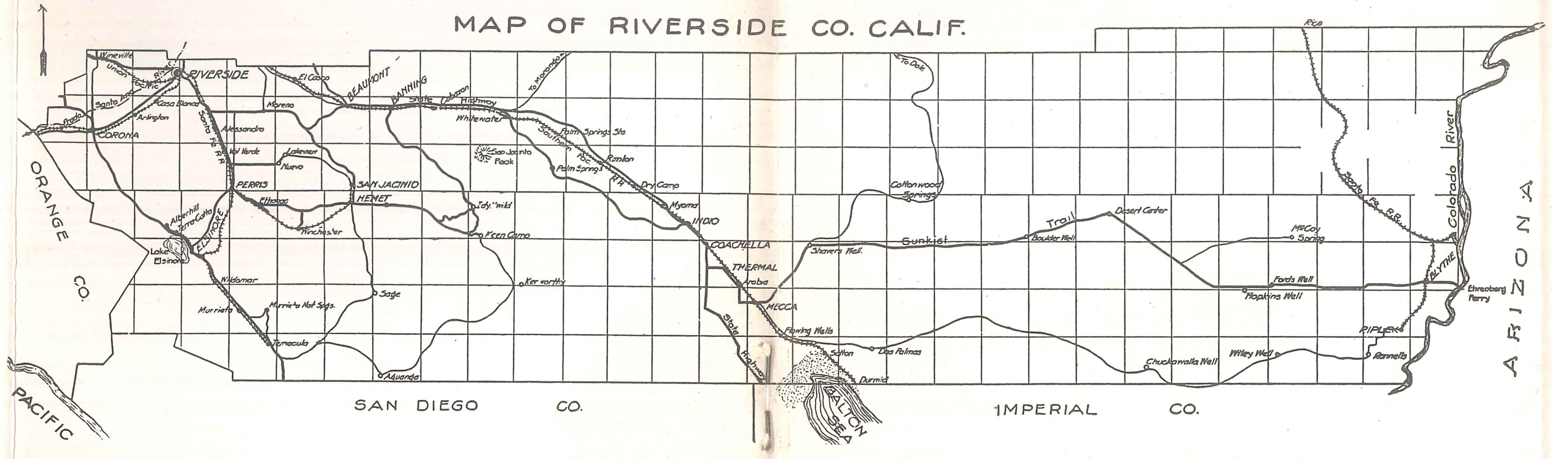
Riverside now has an estimated population of 33,266 and is the county seat of Riverside County. It has an altitude of 851 feet, and on every side may be seen mountains, the tallest peaks being snow-clad for many months of the year. Within the city are over 100 miles of paved tree-bordered streets with ornamental lighting system and miles of roses and ever-blooming flowers.

One of the foremost items in the description of Riverside is the Mission Inn, that alluring hostelry known as far as travelers travel. In its every point and outline the mission idea is exemplified. The most wonderful collection of bells in the world can be found here. The attractive reproduction of Spanish architecture, its cloister, its maze of underground courts, each nook and

Typical Orange Growing District, Riverside County

RIVERSIDE CITY IS THE COUNTY SEAT
OF THE COUNTY

From Riverside to Los Angeles	58 Miles
From Riverside to Beaumont	28 Miles
From Riverside to Banning	35 Miles
From Riverside to Blythe	193 Miles
From Riverside to Corona	14 Miles
From Riverside to Coachella	86 Miles
From Riverside to Elsinore	29 Miles
From Riverside to Hemet	34 Miles
From Riverside to Indio	82 Miles
From Riverside to Palm Springs	57 Miles
From Riverside to Perris	18 Miles
From Riverside to San Jacinto	30 Miles


MAP OF RIVERSIDE CO. CALIF.
Wineville
Union Pacific
River
RIVERSIDE
Santa Ana
Prado
Casa Blanca
Arlington
CORONA
Santa Fe R.R.
Alessandro
Val Verde
Moreno
El Casco
BEAUMONT
BANNING
State
Cabazon
Highway
To Morongo
Whitewater
Palm Springs Sta.
Southern Pac. R.R.
Ramlon
San Jacinto Peak
Palm Springs
Dry Camp
Myoma
INDIO
Lakeview
Nuevo
PERRIS
SAN JACINTO
HEMET
Ethanac
Winchester
Idy'llwild
Keen Camp
Alberhill
Terra Cotta
ELSINORE
Lake Elsinore
Wildomar
Murrieta
Murrieta Hot Spgs.
Temecula
Sage
Aguanga
Kenworthy
ORANGE CO.
PACIFIC
SAN DIEGO CO.
COACHELLA
THERMAL
Arabia
MECCA
State Highway
Flowing Wells
Salton
Dos Palmas
Durmid
SALTON SEA
To Dale
Cottonwood Springs
Shavers Well
Sunkist Trail
Boulder Well
Desert Center
McCoy Spring
Fords Well
Hopkins Well
Chuckawalla Well
Wiley Well
Rice
Santa Fe R.R.
Colorado River
BLYTHE
Ehrenberg Ferry
RIPLEY
Rannells
IMPERIAL CO.
ARIZONA

MAP OF RIVERSIDE COUNTY, CALIFORNIA

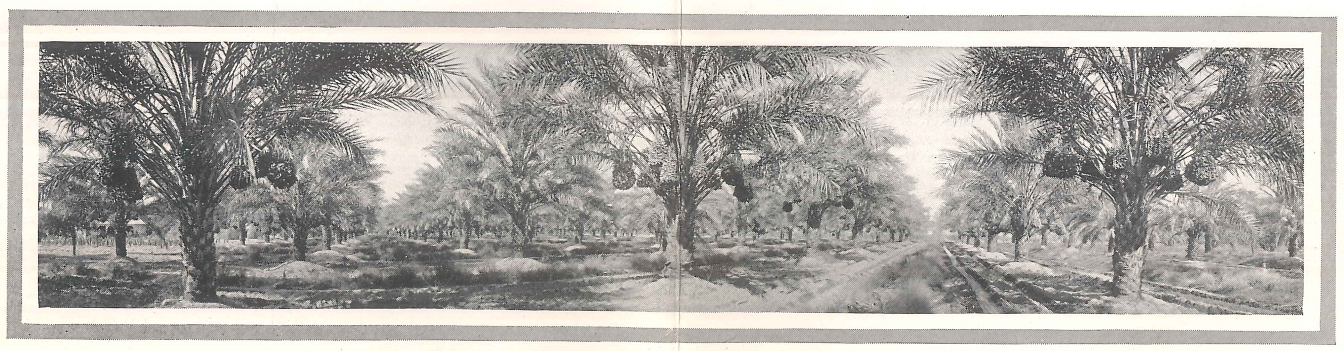
Presented with the compliments and
best wishes of the

RIVERSIDE COUNTY CHAMBER
OF COMMERCE

Court House
Riverside, California

Riverside County has good soil, plenty of water and a fine climate.

Riverside County invites you to come and make your home with us.



Date Garden

Riverside County Apiary

corner containing something of compelling interest, and its splendid, yet unobtrusive service, with the fact that its founder and builder, Frank Miller, is still "Master of the Inn," places the Mission Inn first among California hotels. There are also very good accommodations for the tourist and commercial traveler at several other hotels, together with a number of well appointed apartment houses, bungalow courts and rooming houses.

March Field, a United States Army Air Corps Primary Flying School, is located ten miles southeast of Riverside and is one of the nation's most important posts. In the neighborhood of three million dollars is being expended in a construction program, which provides artistic, comfortable quarters for the officers and men of the command.

The city's parks are recreational centers for the city and surrounding territory. One is equipped with swimming pool, a stadium of exceptional design and convenience, elaborate playground accessories, and a lake of 40 acres that is unequalled for boating and all aquatic sports.

Riverside is the birth place of the navel orange in America. In 1873 the first two trees were brought here from Brazil, and from these two have come all the navel orange trees in the United States. Within the city are 15,000 acres of groves. Twenty big, modern packing houses take the crop and send it out to the world's great markets.

One of the largest and best equipped olive curing plants in the State is located at Riverside. Just at the city's limits is located a cement plant that is one of the largest institutions of its kind, employing 600 workmen, with a daily output of 30,000 sacks.

The total industrial pay roll of Riverside is approximately $4,500,000 per year.

HIGHGROVE

A suburb of Riverside, produces the finest of citrus fruits and maintains a separate Chamber of Commerce.

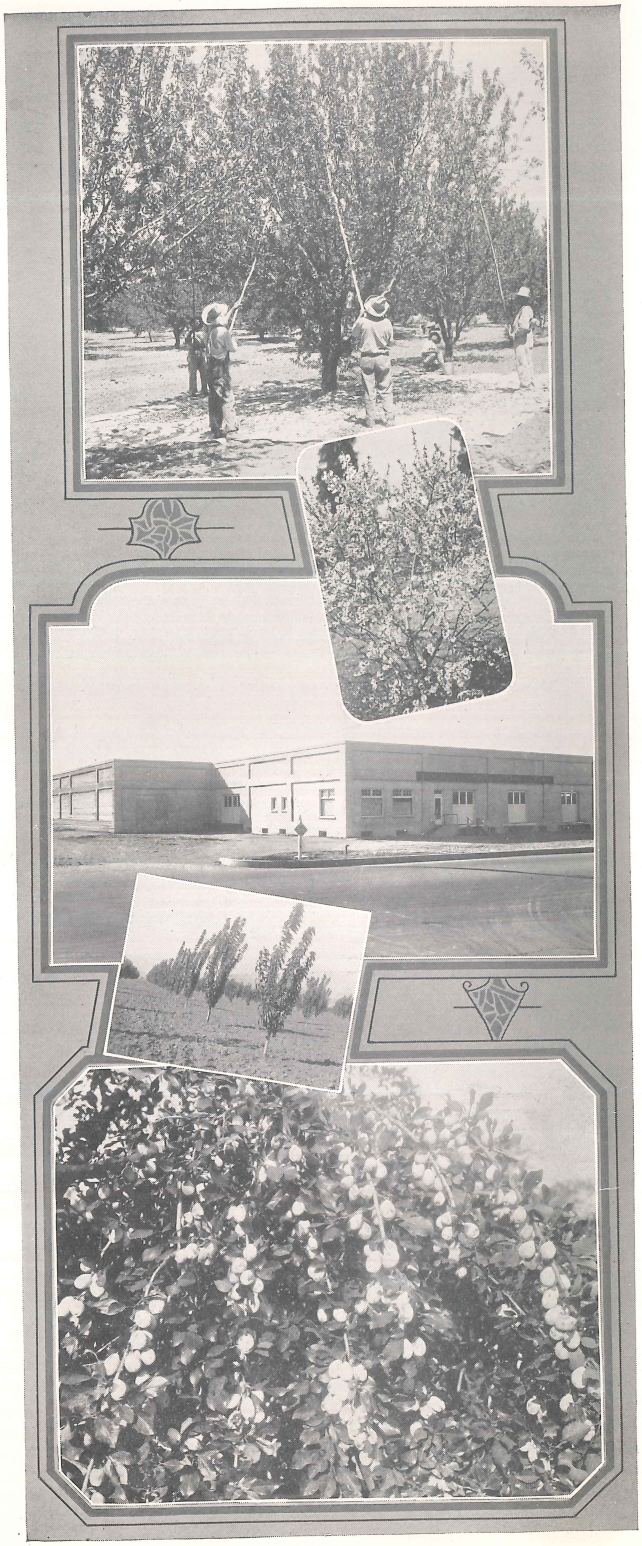
SAN JACINTO

(POPULATION 1,800)

San Jacinto is one of the oldest towns in Southern California, but new and modern in business methods, buildings and industrial enterprise. It is about 35 miles southeast of Riverside in a beautiful valley at the base of Mount San Jacinto, which protects from winds and guarantees an abundant water supply. It has an elevation of 1,600 feet, and is free from fogs of the lower altitudes.

Both deciduous and citrus fruits grow as in their native element here. Peaches, apricots, apples, olives, have proven their worth by producing large crops of the highest grade and the acreage in these fruits is steadily growing.

Alfalfa raising and dairying is an industrial partnership which prospers in the environs of San Jacinto. The ever-increasing demand for dairy products makes the milch cow a safe investment in a section where an abundant water supply assures an alfalfa crop.



Riverside County Almonds, Prunes and Packing Plant

MORENO VALLEY

Beautiful Moreno Valley has long been noted for the excellent quality of its citrus fruits, especially oranges. The season of 1927 gave the valley a wide reputation for high quality melons. Fine potatoes and tomatoes are also raised in this valley, which is located 16 miles southeast of the City of Riverside.

NUEVO

A rapidly growing community, largely engaged in the production of poultry, deciduous fruits and vegetables.

PALM SPRINGS

A thriving town has grown up around the springs and resort hotels on the desert side of the San Jacinto mountains. All conveniences of modern town life are found here, where the population reaches 3,000 each winter, a few of whom remain through the summer. Many wealthy people have built beautiful winter homes, all in the Spanish or Indian style, and the growth of the village has been remarkable.

Several of America's finest hotels have been built in estates of interesting desert growth, and are yearly becoming more popular.

HEALTH AND PLEASURE RESORTS

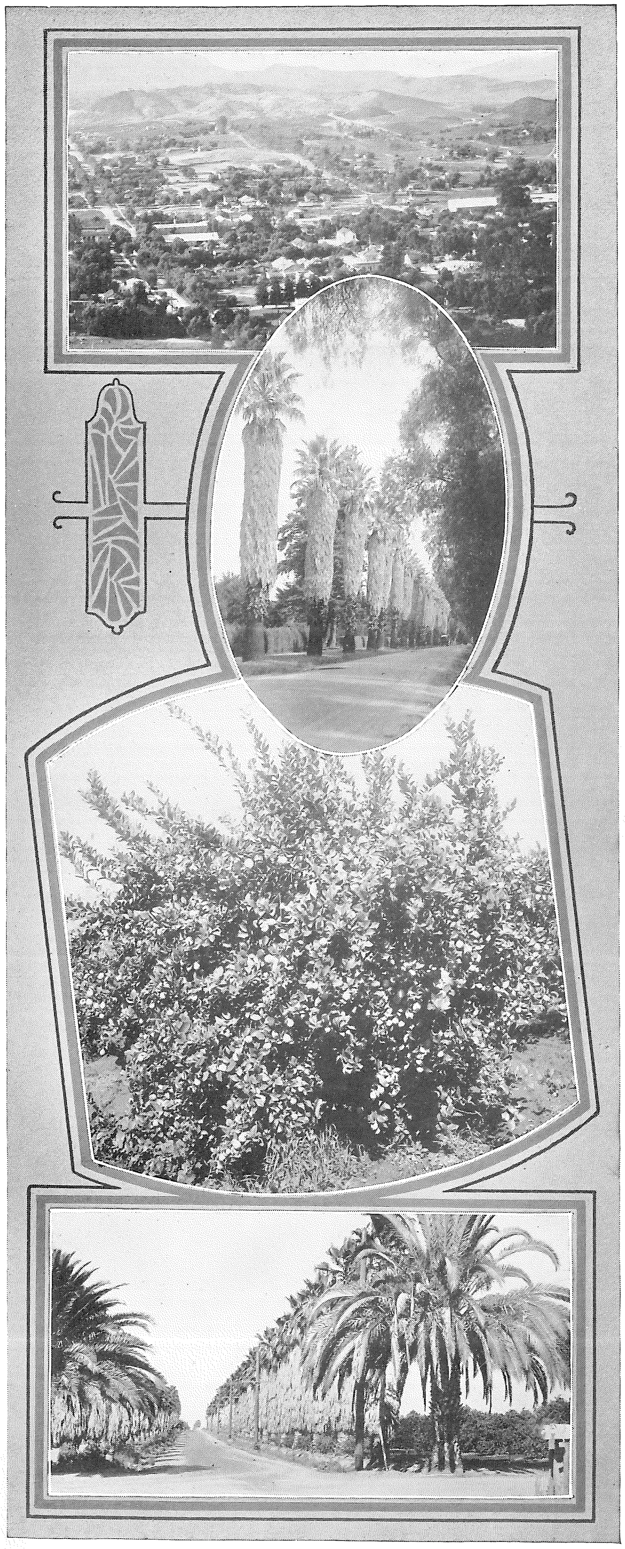
Riverside County has the greatest number and variety of hot springs of any county in the southland.

GLEN IVY HOT SPRINGS is about ten miles southeast of Corona, and is a natural health and recreational resort, open all the year. There has recently been completed a new, modern, well appointed bath house. The springs are reached over a good road.

ELSINORE HOT SPRINGS, health and pleasure resort, offers a splendid combination of attractions. The water breaks forth right on the margin of the only fresh water lake of note in Southern California. The hot mud and mineral baths are given under skilled attendants in well-equipped bath houses. The springs are right in the City of Elsinore, and three good hotels are located within two blocks of the springs. There is good hunting, fishing and boating close at hand.

MURIETTA HOT SPRINGS are known far and wide. They are located four miles from the town of Murietta, and are reached over the Santa Fe with auto connections, or over a fine boulevard. A splendid hotel, cottages and tents are provided, and no effort is spared in making the resort beneficial and attractive.

GILMAN'S RELIEF HOT SPRINGS, located on paved highway four miles north of San Jacinto, have a picturesque and romantic location. They are reached over the Santa Fe with auto connections at San Jacinto or Riverside. These springs, long noted for their curative qualities, have no superior for many ailments, and are an ideal rendezvous for those who seek relaxation.



View of Elsinore
Typical Lemon Tree, Corona
and Scenes Near Arlington

SAN JACINTO VALLEY CHAMBER OF COMMERCE

Woman's Club, Hemet
Neighbors of Woodcraft, Arlington
Soboba Hot Springs
Soboba Theatre, San Jacinto

EDEN HOT SPRINGS are located between Beaumont and San Jacinto.

SOBOBA LITHIA SPRINGS are also near San Jacinto, on the very margin of the Indian reservation made famous by Helen Hunt Jackson in her romance of Ramona. The hotel and bath house accommodations are unusually good. A most luxurious and picturesque Indian Village has been added to the resort this year.

PALM SPRINGS is located at the foot of San Jacinto Mountain, on the eastern side, looking out over the desert. A stage connects with the Southern Pacific trains at Palm Springs Station. A few miles from the village are found Palm, Andreas and Tahquitz Canyons, world famous for their picturesque waterfalls and wild native palms. There is a great profusion of wild flowers which attract thousands each spring to this part of the desert. Motorists make the trip over wide well paved roads. Palm Springs offers splendid accommodations to its rapidly growing winter colony.

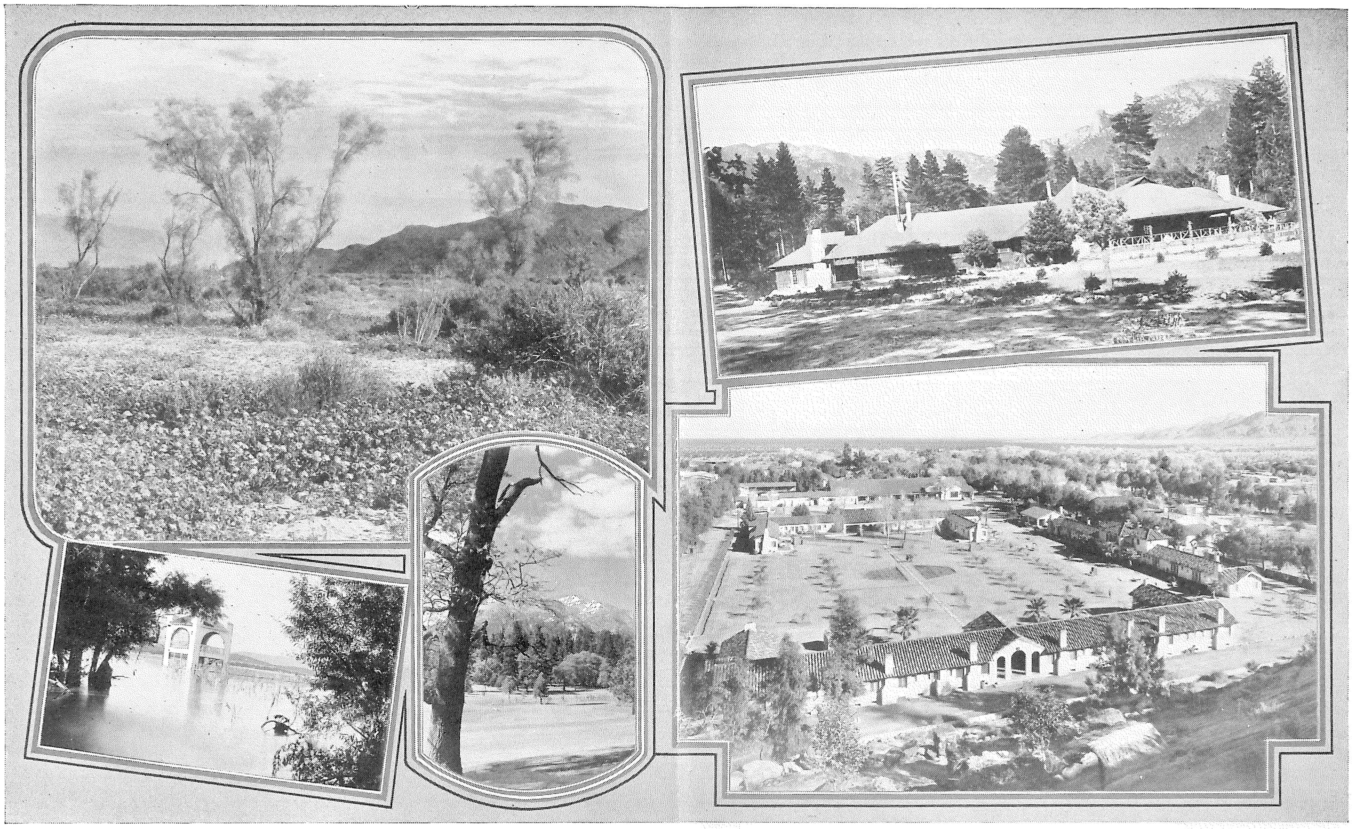
IDYLLWILD AND KEEN CAMP. The resorts in the San Jacinto mountains are easily reached and offer a most delightful change from the semi-tropical valleys. Idyllwild, over a mile above the sea, where majestic pine, oak and cedar clad mountains encircle a wooded valley, where the waters of Strawberry Creek sing merrily over a rock strewn bed between banks of fern and wild roses, where the speckled trout darts temptingly through the clear, cold mountain stream, where the air is clearer, where the stars are larger, where the wild mountain flowers bloom the brightest, where the birds sing the sweetest, where the atmosphere of homelike cordiality makes you want to stay—that is Idyllwild. There is a good hotel at Idyllwild, and there are cabins, housekeeping tents and lodges that may be rented.

Keen Camp, or Tahquitz Lodge, is a few miles nearer Hemet than Idyllwild, and many people go up every week-end for a breath of the pines. There is a good hotel at this point also.

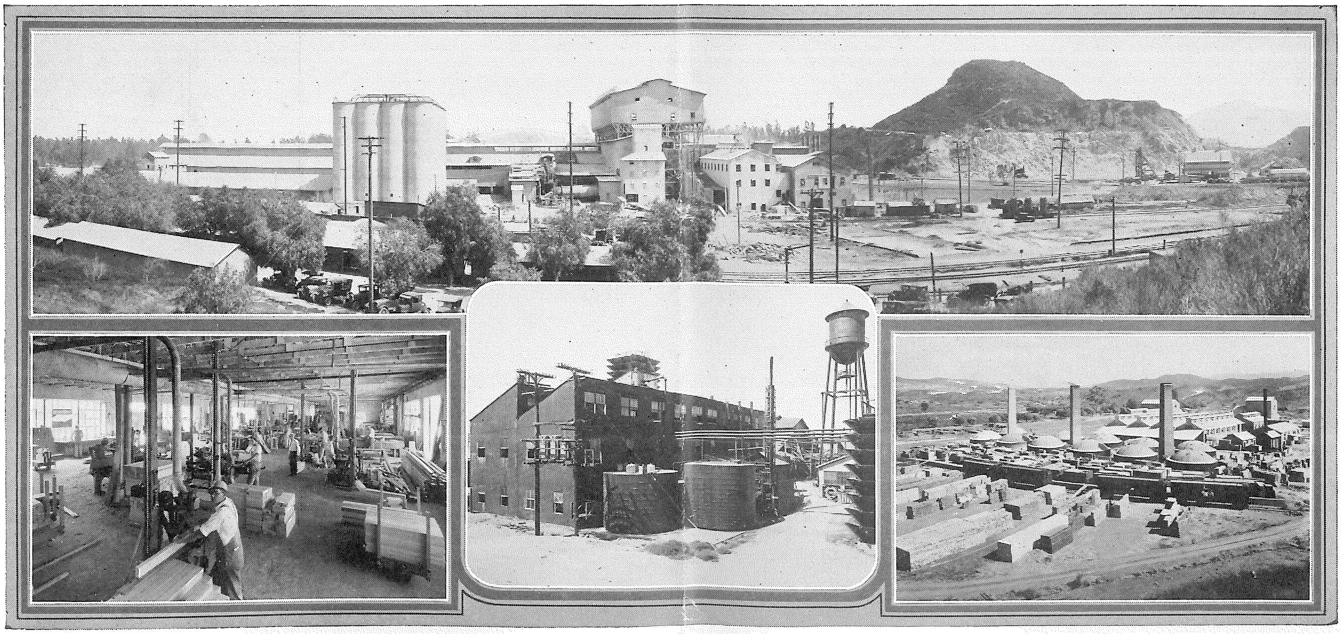
The county maintains several playgrounds in the San Jacinto mountains. They are being increasingly used. Water and many camp facilities are furnished.

The hotels, both at Idyllwild and Keen Camp, are open in the winter and many parties make the trip after a heavy snow to enjoy the winter sports. Thanksgiving and Christmas parties are almost as numerous as Fourth of July or Labor Day parties.

Some of the resorts on the Pacific Coast may be reached in less than two hours drive to the south, while the same distance to the east and north will reach the towering peaks of the San Jacinto or San Bernardino mountains, where every facility for camping, and fishing and hunting in season, is at hand.



Pleasure and Recreation Resorts in Riverside County



Riverside Cement Company Cresmer Manufacturing Plant Citrus By-Products Hollow Tile and Clay Products

Views in Alvord Acres Nuevo, Moreno and Perris Valleys

Production values necessarily vary considerably from year to year. The latest production figures available regarding any product will be gladly furnished by the Riverside County Chamber of Commerce upon receipt of request for such information.

RIVERSIDE COUNTY PRODUCTION

Minerals	$ 7,000,000.00
Oranges	11,142,685.89
Alfalfa and Other Hay	3,388,085.00
Cotton and Seed	1,470,965.00
Poultry Products	2,500,000.00
Lemons and By-Products	1,884,001.56
Dairy Products	2,250,000.00
Apricots and Peaches	860,255.00
Beef, Pork and Mutton (estimated)	750,000.00
Onions	2,748,015.00
Grain	793,969.20
Grapes	357,760.00
Potatoes (Sweet and Irish)	550,362.50
Almonds and Walnuts	499,400.00
Honey	250,000.00
Melons and Tomatoes	355,968.00
Corn and Sorghums	222,510.00
Apples	248,920.00
Cherries	132,060.00
Dates	298,170.40
Pears, Plums and Prunes	83,505.00
Miscellaneous	665,248.00
Alfalfa Seed	183,600.00
Total	$38,635,480.55

The cities of Southern California are rapidly increasing in population and industries. Farms are being cut up into subdivisions and absorbed by the cities. The farming sections of Riverside County profit by this situation, because it gives them a wonderful and constantly growing market for their products, largely eliminating danger of over-production.

THE INCOME HOME

The trend is toward small, intensively tilled, farms, and it is better so. Ten or five, or even two acres of good soil with plenty of water is enough.

Here is a brief plan for a two-acre income home. One acre would be given over exclusively to poultry, and would be sufficient for one thousand hens if the houses were right, and correct care given. Fifteen hundred dollars a year above all expense would be a reasonable income to expect. On the other acre we would place the house, a six-room bungalow, at one end with a lawn in front. The lawn clippings would be fine for the hens. There would be roses and many other flowers blooming every month of the year. Just back of the house would be the garden, with everything from asparagus to turnips growing nearly all the time. Then we would have two or three orange trees, one lemon, two walnut, and peaches, apricots, plums, pears, apples, figs and berries. We would raise green feed for the poultry between the rows of trees. The home would have electric lights, gas, water under pressure, mail delivery, and, of course, a garage. All this with California climate.

What better home could you want?

TEMPERATURE AND RAIN TABLE

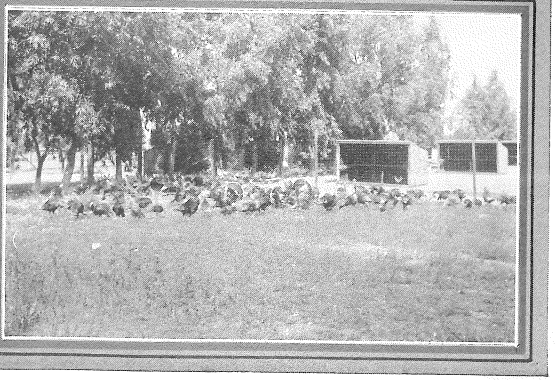
The following table compiled from records covering a long period of years, shows the average maximum and minimum temperature and rainfall per month:

	Av. Max. Temp.	Av. Min. Temp.	Av. Rainfall
January	58.9	35.1	2.39
February	67.1	37.9	2.016
March	72.6	38.4	2.12
April	77.6	44.2	.749
May	78.5	49.8	.316
June	86.1	56.3	.033
July	92.2	59.3	.026
August	93.4	56.5	.172
September	88.5	52.7	.143
October	87.6	45.1	.518
November	75.7	39.9	.77
December	68.5	37.1	1.57

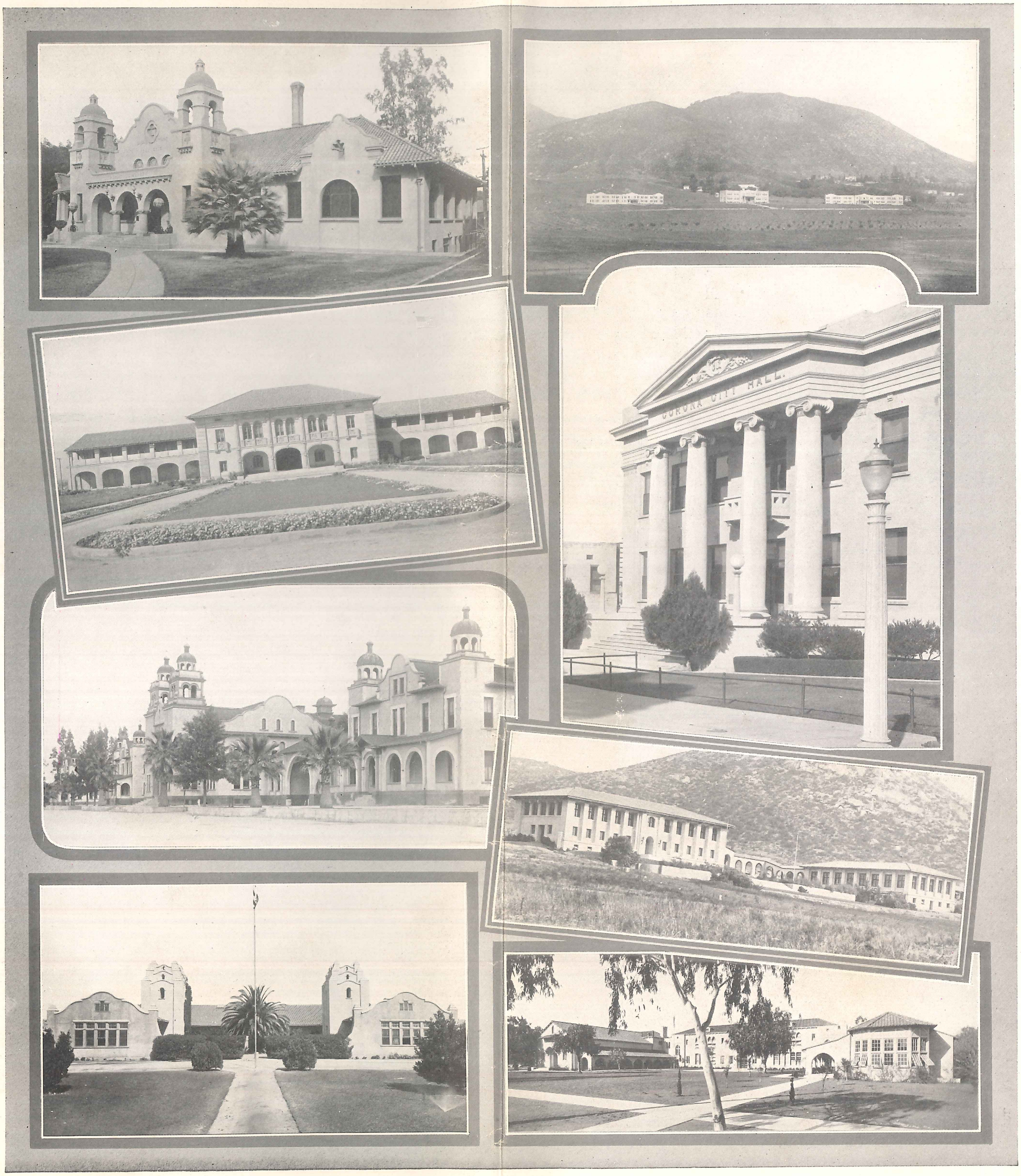
Average rainfall for 37 years—10.828 inches.

* * *

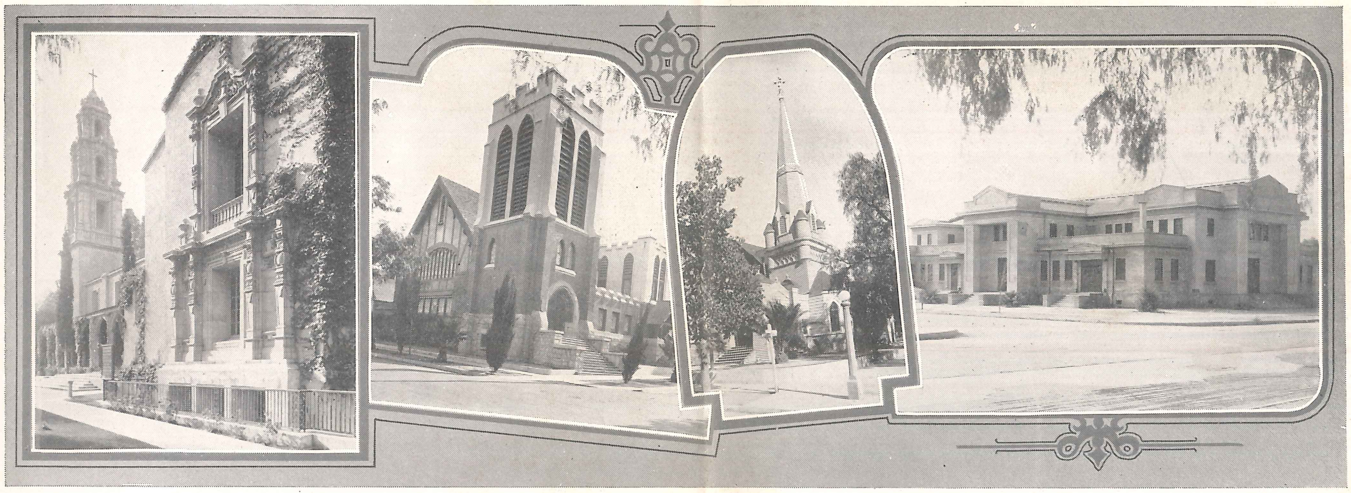
For further information write to the Riverside County Chamber of Commerce, Court House, Riverside, California.



Incubator Cellar
Brooder House
Laying Flock
Turkeys


CORONA CITY HALL

Public Buildings



Churches of Riverside County

Success in Riverside County, as elsewhere, is largely dependent upon individual effort, properly financed and intelligently directed. Living conditions are unusually good, and our average citizen is prosperous and happy. The various Chambers of Commerce, the County Farm Advisor, the County Horticultural Commissioner, and the many Farm Centers are always glad to give you the benefit of their experience. Certainly, if you are looking for a home place in Southern California, you owe it to yourself to investigate the merits of Riverside County.

The following organizations are affiliated with Riverside County Chamber of Commerce; more detailed information about conditions in their respective localities can be obtained from them:

Chamber of Commerce, Arlington, California.
Chamber of Commerce, Banning, California.
Chamber of Commerce, Beaumont, California.
Chamber of Commerce, Blythe, California.
Coachella Valley Farm Center, Coachella, California.
Chamber of Commerce, Corona, California.
Chamber of Commerce, Elsinore, California.
Chamber of Commerce, Highgrove, California.
Hemet Valley Chamber of Commerce, Hemet, California.
Moreno Valley Chamber of Commerce, Moreno, California.
Chamber of Commerce, Nuevo, California.
Palm Springs Chamber of Commerce, Palm Springs, California.
Chamber of Commerce, Perris, California.
Chamber of Commerce, City Hall, Riverside, California.
San Jacinto Valley Chamber of Commerce, San Jacinto, California.

You have read the booklet and looked at the pictures, and we earnestly hope, have become interested in our county. Again we most cordially invite you to come, together with your family, and establish your home among us. All questions will be very gladly answered.

RIVERSIDE COUNTY CHAMBER OF COMMERCE
Court House
Riverside, California